AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings of claims in the application:

Listing of Claims

Claim 1.   (currently amended) A method of automatically populating, maintaining and updating a web-based database, the method comprising the steps of:

(a)   transferring mutiple records of individual customers from an existing database to the web-based database automatically and without express registration action in the web-based database by the individual customers;

(b)   populating the a web-based database with the multiple records of the individual customers from the existing database without express registration action in the web-based database;

(c)   creating a unique access accounts for the multiple individuals customers record without express registration action in the web-based database by the individuals;

(d)   transmitting at least one each access account to at least each individual of the multiple individuals customers; and

(e)   enabling remote maintenance of the individual records by the individuals customers by use of the unique access account in the web-based database preventing access to the existing database by individual customers.

Claim 2.   (previously presented) The method of claim 1, wherein the records

are received by transfer across an electronic link.

Claim 3.   (previously presented) The method of claim 2, wherein the electronic link is electronic mail.

Claim 4.   (previously presented) The method of claim 2, wherein the electronic link is selected from satellite systems, cable systems, direct modem connections, network connections, VPN connections, or Intranet connections.

Claim 5.   (currently amended) The method of claim 1, wherein the populating of the web-based database with the individual customer records further comprises automatically mapping the records.

Claim 6.   (currently amended) The method of claim 1, wherein the populating of the web-based database with the individual customer records further comprises manually mapping the records.

Claim 7.   (currently amended) The method of claim 1, wherein the unique access accounts are generated automatically.

Claim 8.   (currently amended) The method of claim 1, wherein the unique access accounts are transmitted to the individuals by fax.

Claim 9.   (currently amended) The method of claim 1, wherein the unique access accounts are transmitted to the individuals by email.

Claim 10.   (currently amended) The method of claim 1, wherein the unique access accounts are transmitted to the individual customers by a media selected from voice mail, physical address, or pager.

Claim 11.   (previously presented) The method of claim 1, wherein the remote maintenance occurs across the Internet.

Claim 12.   (currently amended) The method of claim 1, wherein the remote maintenance comprises altering the individual <u>customer</u> records.

Claims 13–16. (previously cancelled)

Claim 17.   (currently amended) A remotely accessible data storage system, comprising:

 (a) a web-based database automatically populated with multiple customer data records without express registration action in the web-based database wherein said multiple customer records are transferred from an existing database;

(b) an account generator provided for creating ~~multiple~~ <u>unique</u> access <u>accounts</u> for the multiple customer data records;

(c) a broadcast system provided for distributing the <u>unique</u> ~~multiple~~ access <u>accounts</u> to the multiple customer<u>s</u> without a customer request; and

(d) an update system provided to enable customer access to the customer data records by use of the <u>unique</u> access accounts.

Claim 18.   (previously cancelled)

Claim 19.   (previously presented) The remotely accessible data storage system of claim 17, wherein the customer data records include marketing profiles.

Claim 20.   (currently amended) The remotely accessible data storage system of claim 17, wherein the broadcast system distributes the <u>unique</u> access accounts by facsimile.

Claim 21.   (currently amended) The remotely accessible data storage system of

claim 17, wherein the broadcast system distributes the <u>unique</u> access accounts by email.

Claim 22.   (currently amended) The remotely accessible data storage system of claim 17, wherein the broadcast system distributes the <u>unique</u> access accounts by the media selected from voice mail, instant messaging, mail, or by pager.

Claim 23.   (currently amended) The remotely accessible data storage system of claim 17, wherein the broadcast system distributes the <u>unique</u> access accounts by a combination of fax, email, and voice mail.

Claim 24.   (currently amended) A method of automatically populating, maintaining and updating a web-based database, the method comprising the steps of:

 (a)   transferring multiple customer records comprising contact information of multiple customers from an existing database to the web-based database automatically and without express registration action in the web-based database by the customers;

 (b)   populating the web-based database with the records of the multiple customers from the existing database without express registration action in the web-based database;

 (c)   creating <u>unique</u> temporary access accounts for each of the multiple customers without express registration action in the web-based database by the customers;

 (d)   broadcasting the <u>unique</u> temporary access accounts to the multiple customers;

 (e)   enabling remote modification of the customer records by the

customers by use of the unique temporary access account, including enabling the change of the unique temporary access account to a permanent unique identifier and password chosen by the individual customer; and

(f)   automatically updating the customer records in the web-based database.

Claim 25.   (previously presented) The method of claim 24 wherein the contact information comprises at least one type of information chosen from the group consisting of: mailing address; phone number; voice mail number; cellular phone number; pager number; beeper number; fax number; and email address

Claim 26.   (previously presented) The method of Claim 24 wherein the remote modification is enabled by use of a telephone number.

Claim 27.   (previously presented) The method of Claim 24 wherein the modification is a correction.

Claim 28.   (previously presented) The method of claim 24 wherein the broadcasting is performed by at least one means chosen from the group consisting of: facsimile; email; telephone; mobile telephone; pager; and standard mail.